Larnaca, 30/05/2025

**Lidl Cyprus highlights the value of its collaboration with Evrofarma during a press trip to the heart of greek production**

**Journalists from Cyprus and Greece, along with members of #teamLidl, experienced the production process up close and got to know GALPO products better, against the stunning natural backdrop of Evros.**

**Lidl Cyprus** organized a unique **press trip** to the facilities of its strategic partner, Evrofarma, in Didymoticho, in celebration of World Milk Day. The delegation included 30 journalists from Cyprus and Greece, along with partners from #teamLidl, offering an experience that highlighted the connection between high-quality products, their place of origin, and the people behind their production.

The **press trip** began with a symbolic visit to the Evros Delta National Park, one of the country’s most important wetlands. Emphasizing the connection between the natural environment and agri-food production, the company reaffirmed its commitment to local communities and environmental sustainability.

During the visit to Evrofarma’s facilities, participants toured the production areas and were briefed on the modern methods applied at every stage of the process—from milk collection to final packaging and distribution.

The visit featured presentations by **Mr. Giannis Karanatsios, Chief Merchandising Officer and Member of the Management Board of Lidl Hellas & Lidl Cyprus**, and **Mr. Dimitris Mitios, Senior Purchasing Manager, Fresh & Frozen Food at Lidl Hellas**. They focused on the history of the GALPO brand, its recent rebranding, and the strategic partnership with Evrofarma. Special emphasis was placed on the value of this collaboration, which supports the industrial development of Thrace and promotes the international reach of local products through Lidl’s global network.

**Mr. Christos Papazilakis, CEO of Evrofarma**, also gave a presentation, highlighting the company’s long-standing journey and successful growth. During the speeches, the launch of two new **GALPO** kefir flavors was announced: peach-apricot and cocoa, which will soon be available, further enriching the product range offered in its stores—always at Lidl prices.

The tour concluded with a tasting session of GALPO products and a delightful meal in the warm and welcoming setting of the company, offering a complete experience of quality and flavor.

**Lidl Cyprus**, actively supporting **Cypriot production** as well, collaborates with morethan **100 Cypriot suppliers**, 13 of whom produce dairy and cheese products. In this way, the company contributes to strengthening the Cypriot economy both locally and internationally. Specifically, in 2024, the company exported its products to 27 countries, with total exports reaching €28.8 million—€26 million of which came from halloumi exports.

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